



# Consumer Outreach Taskforce Report

Maryland Citizens' Health Initiative Education Fund, Inc.

Vincent DeMarco

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# Rationale

- ◆ Marylanders are unaware of the state's unique and long-standing status as an all-payer state or of the new state/federal agreement that is further transforming the health system in Maryland.
- ◆ Consumer engagement in these efforts is crucial to make Maryland's new system a success.

# Task force members

Tresa Ballard, AARP  
Tammy Bresnahan, AARP  
Darren Brownlee, National Association of Health Services  
Carmela Coyle, MHA  
Vincent DeMarco, MCHI  
Patrick Dooley, UMMS  
Stan Dorn, Urban Institute  
Michaeline Fedder, AHA  
Diane Feeney, HSCRC  
Sandy Ferguson, BWCUMC  
Isabelle Firth, LifeSpan Network  
Hank Greenberg, AARP  
Dr. Dan Hale, JHMI  
Rev. Diane Johnson, Collective Empowerment Group  
Thressa Lee, MHCC  
Pat Lippold, 1199 SEIU  
Mark Luckner, CHRC

Susan Markey, HCAM  
Bishop Douglas Miles, BUILD  
Fran Phillips, Consultant  
Leni Preston, MD Women's Coalition  
Thomas Pruski, Health Ministries Association  
Lynn Quincy, Consumers Union  
Steve Raabe, OpinionWorks  
Dr. Irance Reddix  
Dr. Maura Rossman  
Chaplain Susan Roy, UMMS  
David Simon, MHA  
Glenn Schneider, Horizon Foundation  
Gerald Stansbury, NAACP  
Terry Staudenmaier, Abell  
Tiffany Tate, Consultant  
Nikki Highsmith Vernick, Horizon Foundation  
Rev. Fred Weimert, Central Maryland Ecumenical Council

# Forums

- ◆ Format
  - ◆ Welcome from host
  - ◆ Presentation by HSCRC/MHA
  - ◆ Local panel of stakeholders
  - ◆ Presentation of Faith Community Health Network concept
  - ◆ Q&A
  - ◆ Evaluations



# Forums



Number of forums	11	
Number of participants	800+	
Evaluation response rate	42% <sup>1</sup>	
Presenters	<ul style="list-style-type: none"> <li>HSCRC</li> <li>Local Health Improvement Coalitions</li> <li>Hospitals and health systems</li> <li>Community health providers</li> </ul>	<ul style="list-style-type: none"> <li>Health Departments</li> <li>Faith communities</li> <li>MCHI</li> <li>Foundations</li> </ul>
Attendees	<ul style="list-style-type: none"> <li>Consumers</li> <li>Government agencies</li> <li>Community groups</li> <li>Providers/provider groups</li> </ul>	<ul style="list-style-type: none"> <li>Hospitals/health systems</li> <li>Faith-based</li> <li>Civic organizations</li> <li>Union Members</li> </ul>
Constituents of Attendees	<ul style="list-style-type: none"> <li>Diverse populations/minorities</li> <li>Seniors</li> <li>Low-income populations</li> <li>Immigrants</li> <li>Chronically ill</li> </ul>	<ul style="list-style-type: none"> <li>Children</li> <li>Families</li> <li>Caregivers</li> <li>Parishioners</li> <li>Healthcare providers and workers</li> </ul>

<sup>1</sup>

<sup>1</sup>Excluding Lower Easter Shore, which did not have evaluation forms.

# Consumer Feedback

## ◆ Consumers are eager for more information

### ◆ **Timely**

- ◆ Prior to hospitalization
- ◆ Design phase/launch of care coordination programs

### ◆ **Consistent**

- ◆ Esp. in areas with competing providers

### ◆ **Available in multiple formats**

- ◆ Primary care providers, faith leaders
- ◆ Traditional news outlets
- ◆ Social media



# Recommendations

- ◆ Periodically convene stakeholders and consumers to provide updates on the progress of health system transformation
- ◆ Continue to give consumers a voice in the transformation of Maryland's health system
- ◆ Encourage local leaders to develop and join a dynamic Faith Community Health Network
- ◆ Collaborate to educate primary care providers on—and engage them in—health system transformation
- ◆ Maximize communications with consumers via traditional and new media

# Thank you!

Vincent DeMarco, President

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